

Updated CV-SALTS Outreach Approach - October 17, 2019

The following outreach, education, and engagement tactics are included in the scope for the grant received by Kings River Watershed Coalition Authority. This information was originally presented in January 2019 and has been updated for the remainder of 2019 into mid-2020.

New or revised information is noted in red.

1. Update of the General Outreach Brochure

The existing CV-SALTS general outreach brochure and industry-specific fact sheets have been effective outreach tools, providing basic information about the challenges and coming regulations. As these items have utility for outreach in 2019, they will be updated as needed. As agreed by the PEOC and Executive Committee, once the State Board adopts the Basin Plan Amendments (likely October 16, 2019), the timeline on page 4 of the brochure will be updated. It was not determined if more brochures would be printed.

In December 2018, two facts sheets were developed (and distributed at the two December workshops and posted online) to provide an overview of the compliance pathways and requirements for the Nitrate Control Program and the Salt Control Program. These fact sheets could be combined as a **second outreach brochure** to highlight the timeline and requirements for each program and serve as a supplement the original general outreach brochure. The PEOC expressed support for the development of an implementation-oriented brochure that would be targeted for the six high priority areas. The brochure would include information about the two pilot management zones underway now, the new Nitrate Control Program, with a sidebar about the Salt Control Program.

PROPOSED TIMELINE: The second outreach brochure could be drafted in November 2019 and finalized by January 2020.

2. Website Refresh

A refresh of the homepage of the CV-SALTS website is envisioned to link to a revised landing page for easier access to public information materials.

PROPOSED TIMELINE: Go live with new website content following State Water Board approval of the Basin Plan Amendments (now set for October 16, 2019).

3. Workshops

Two well-attended and successful outreach and education workshops were held in December 2018 in Modesto and Tulare. Building on this success, one additional workshop will be planned for two locations in the six high priority basins and subbasins.

It is recommended that the PEOC discuss the following options (or others?):

1) Is going forward with one workshop, off growing season, the best “bang for the buck”?

2) Should greater effort should be placed on getting CV-SALTS on the agendas of various conferences/events to present CV-SALTS?

Upcoming four conferences below are recommended as the priorities:

ACWA Fall Conference – Dec. 3-6, 2019 in San Diego

<https://www.acwa.com/events/2019-fall-conference-exhibition/>

Contact: Adam Borchard, adamb@acwa.com

Deadline for being a part of a session or panel: I left a message and wrote email to Adam for details.

Presenter: Daniel Cozad with David Cory, Parry Klassen, or _____

California Irrigation Institute Conference - January 27-28, 2020 in Sacramento

<http://www.caii.org/>

Contact: email: Kathryn@ChandlerAg.com, phone: (559) 960-3871

Presenter: Parry Klassen with _____

Tulare Farm Show/World Ag Expo, Feb 11, 2020 in Tulare

<https://www.worldagexpo.com/2013-world-ag-expo>

Phone: (800) 999-9186 or (559) 688-1030 and Email info@farmshow.org

Presenters: Parry Klassen and Charlotte Gallock

California Dairy Sustainability Summit March 25-26, 2020 at Ca Expo in Sacramento

<https://www.cadairysummit.com/> General Inquiries: Michael Boccadoro, Dairy Cares, m.boccadoro@dairycares.com, 916-441-4383

Presenter: J.P. Cativiela and _____

Other conferences to consider attending and any others?

AGWA – AGWT Annual Groundwater Conference - February 19-20, 2020 in Ontario

<https://agwt.org/civcrm/event/info%3Fid%3D300%26reset%3D1>

Agricultural Council of California - it looks like hold an Annual Meeting in March 2020 - no information available yet <http://www.agcouncil.org/2019-annual-meeting-centennial-celebration>

California Small Farm Conference - their 2019 conference was in February, so perhaps their 2020 conference will be in February 2020.

PROPOSED TIMELINE: October, identify the preferred approach and initiate action.

4. Video

In December 2019, video footage was recorded of the Tulare Workshop with additional interviews with three experts. In early 2019, the first video resulting from these recordings was made available and tells the story of CV-SALTS, the new regulations, and what is coming. It is envisioned that, drawing from the same footage, a short video that focuses on “Management Zones” could be produced. Further, the video of the workshop itself could be produced into a standalone piece or potentially another short video with existing footage or new interviews. **As**

the footage has not been catalogued, the time consuming portion of the work would be to review the footage specifically for Management Zone related information.

It is recommended that the PEOC revisit the idea of making of a second video as a more cost-effective and more doable option could be to add voiceover (Daniel Cozad, Patrick, and/or others) presenting the approved PowerPoint and making that available online and for sharing.

PROPOSED TIMELINE: Calendar this October-December, with Daniel and others – Complete by the end of the year for others to use in presentations in #3 above and elsewhere.

5. PowerPoint Presentation

A general information PowerPoint presentation for use by the PEOC, Executive Committee, and Executive Director at speaking engagements will be developed from existing presentations. To support the use of the PowerPoint presentation, several speakers, preferably from each of the six high priority areas and from diverse industries will be identified and trained to present the PowerPoint via webinar.

It is recommended that several slides about the two pilot management zones be developed as an additional module for the PowerPoint. It is also recommended that key “sound bites” or added key messages be added to each slide. An orientation or training for interested presenters (CVSC Executive Committee members, leaders in the high-priority areas) could be scheduled.

PROPOSED TIMELINE: Update slides in October to coordinate with voice-over in #4 above.

6. Social Media Refer to #7 below for a revised approach for social media.

7. Leverage Existing Outreach Materials for Partner Newsletters, E-Blasts, Social Media

The CV-SALTS related information that has been developed can be repurposed to support broad education of the regulated community through existing trade publications and newsletters. Each Executive Committee member would be asked to share information through their organizations existing communication channels that may include a newsletter, e-newsletter, social media platforms, e-mail lists, etc. Interviews with CVSC members in early 2019 identified the potential communications avenues. For example, the California Association of Sanitation Agencies (CASA) has an e-newsletter that goes out every two weeks to its members.

As implementation is nearing, short Information pieces/blurbs would be developed and circulated to Executive Committee members for distribution in the first week of the following month. Each piece developed will include a link to the new website content at cvsalts.info. To make this approach most effective for audiences in the six high priority areas, it is critical that organizations within these areas be identified for information sharing.

A short, educational/informational piece would be approved at the end of each month for distribution in the first week of the next month. Perhaps a streamlined approval process could be implemented whereby the content is written now (November) and let the CVSC Executive Committee know the topics available to draw from to add to their websites or to send out in e-blasts.

Here are some possible topics to consider:

October 2019	New regulations are coming following approval by State Water Board. What changed with the state board approval – this is a Tess bullet list to start.
November 2019	Timeline for Nitrate Control compliance
December 2019	Nitrate Control Program choices
January 2020	Lessons learned from the two Management Zone Pilot Programs
February 2020	Steps to forming a Management Zone

This informational distribution approach would continue through 2020.

PROPOSED TIMELINE: Draft topics in October 2019 for approvals.

8. Newspaper Media Strategy

The suggested media strategy would be to develop relationships with local papers that serve the six high-priority areas. These local newspapers would be provided a briefing about CV-SALTS including the pertinent materials developed. Building a relationship between CVSC leaders and local papers will be instrumental in increasing stakeholder exposure to the regulations. We could explore identifying a long-time family farmer, Supervisor, City Council, etc. in a high-priority area to submit written pieces under their name. We could develop a standard structure of the written pieces and tailor the local details.

The following are the key local papers to approach initially.

Modesto: Modesto Bee

Turlock: Modesto Bee, Turlock Journal

Chowchilla: Merced-Star, Madera Tribune

Kings (includes Fresno and Clovis): Fresno Bee

Kaweah (includes Visalia, Tulare): Visalia Delta Times, Tulare Advance-Register

Tule (includes Tipton, Pixley, Earlimart, Porterville): The Bakersfield California, Porterville Recorder

PROPOSED TIMELINE: Do the briefings in early 2020 and follow-ups closer to Notices to Comply being sent out.